

City of New Orleans

Department of Safety and Permits

Jared E. Munster, Ph.D., Director



Standards of Conduct and Ethics for Licensed Tour Guides

Promulgation Draft

Standards of Conduct and Ethics for Licensed Tour Guides

Table of Contents

Introduction	2
Regulatory Standards.....	2
Standards of Conduct and Ethics.....	3
Provision of Standards and Acknowledgement.....	4
Responsibility for Adherence to Standards and Rules.....	4

Standards of Conduct and Ethics for Licensed Tour Guides

Introduction

Pursuant to Section 30-1487 of the Code of Ordinances of the City of New Orleans, the Department of Safety and Permits hereby promulgates Standards of Conduct and Ethics for Licensed Tour Guides in the city of New Orleans. These standards were developed in conjunction with the New Orleans Convention and Visitors Bureau and the Tour Guides Association of Greater New Orleans.

The purpose of creating Standards of Conduct and Ethics is to promote tourism and protect visitors as they see and enjoy the attractions of New Orleans.

Regulatory Standards

The Standards of Conduct and Ethics for Licensed Tour Guides contained herein shall not be read or construed to supersede or replace any standards of licensing or conduct outlined in Chapter 30, Article XXI of the Code of Ordinances of the City of New Orleans.

Standards of Conduct and Ethics for Licensed Tour Guides

Standards of Conduct and Ethics

- A professional New Orleans Tour Guide will have a valid New Orleans Tour Guide License as issued by the City of New Orleans Department of Safety and Permits and is required to carry these credentials when conducting tours.
- A professional tour guide is expected to follow the City of New Orleans's rules and regulations, and act accordingly, at all sites and facilities where he/she takes visitors. A professional guide is always prepared for each tour.
- A professional tour guide maintains good personal hygiene and uses proper judgment in dressing appropriately for all tours.
- A professional tour guide respects the property of residents and businesses and instructs their tour participants to do the same.
- Loyalty for and to the tour company should be practiced during the entire tour.
- A professional guide accepts each tour as a serious commitment and cancels only when absolutely necessary and provides as much advance notice as possible.
- A professional guide cooperates with other tour groups and maintains ethical and professional conduct at all times, cultivating a positive relationship with all colleagues.
- A professional guide respects the research and intellectual property (copyrighted material) of other guides by not recording or quoting it without permission; does not plagiarize, or take as one's own, another guide's commentary or individual presentation technique.
- A professional guide provides skilled presentation of knowledge, interprets and highlights surroundings, informs and maintains objectivity and enthusiasm in an engaging manner.
- A professional guide assumes responsibility for reporting on time and for meeting appointments and all schedules within the guide's control.
- A professional guide has a wide range of knowledge of the city, including its history and architecture, cultural and political life, and local folklore.

Standards of Conduct and Ethics for Licensed Tour Guides

- A professional guide keeps current on new exhibits, seasonal events, and other changes throughout the city. A professional guide does not knowingly give out misinformation.
- A professional tour guide will strive to establish and maintain a positive working relationship with all of the service providers on the tour route and act in a manner which will be a credit to the tour operator, tour planner, and City of New Orleans.
- A professional guide is knowledgeable about the best routes for all tours. This includes familiarity with the traffic laws as well as the idiosyncrasies of New Orleans driving. A professional guide informs the driver of the route in a calm, polite, and timely fashion.

Provision of Standards and Acknowledgement

Pursuant to the requirement of Section 30-1488 of the Code of Ordinances of the City of New Orleans, these rules will be provided in full on the Department's website located at www.nola.gov, including a link to Chapter 30, Article XXI of the Code of Ordinances of the City of New Orleans.

Every Tour Company or Tour Planner, as may be regulated pursuant to Chapter 30, Article XXI of the Code of Ordinances of the City of New Orleans is responsible for distribution of a copy of the section of these rules entitled "*Standards of Conduct and Ethics*" to all Guides associated with such Company or Planner.

A signed acknowledgement of these Standards for Conduct and Ethics will be required of all applicants for Tour Guide Permits (new or renewal) and will be retained as part of the Tour Guide's permit file in the Department of Safety and Permits.

Responsibility for Adherence to Standards and Rules

Tour Companies or Tour Planners, in addition to individually licensed Tour Guides may be cited for violations of the Standards of Conduct and Ethics contained herein as well as the rules and regulations established by Section 30-1489 of the Code of Ordinances of the City of New Orleans.